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(54) Title: A SURVEYING APPARATUS AND METHOD FOR COMPENSATION REPORTS

(57) Abstract: A method and apparatus for providing targeted online compensation reports that accounts for unique individual characteristics, such as related to a job, by using dynamic profiles is described. The preferred embodiment uses a survey engine (247) having a collaborative filtering engine that determines appropriate questions to ask the user during the survey, and may further provide suggested possible answers. A collection of user profiles are used for comparison purposes and to further produce individualized compensation reports.

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